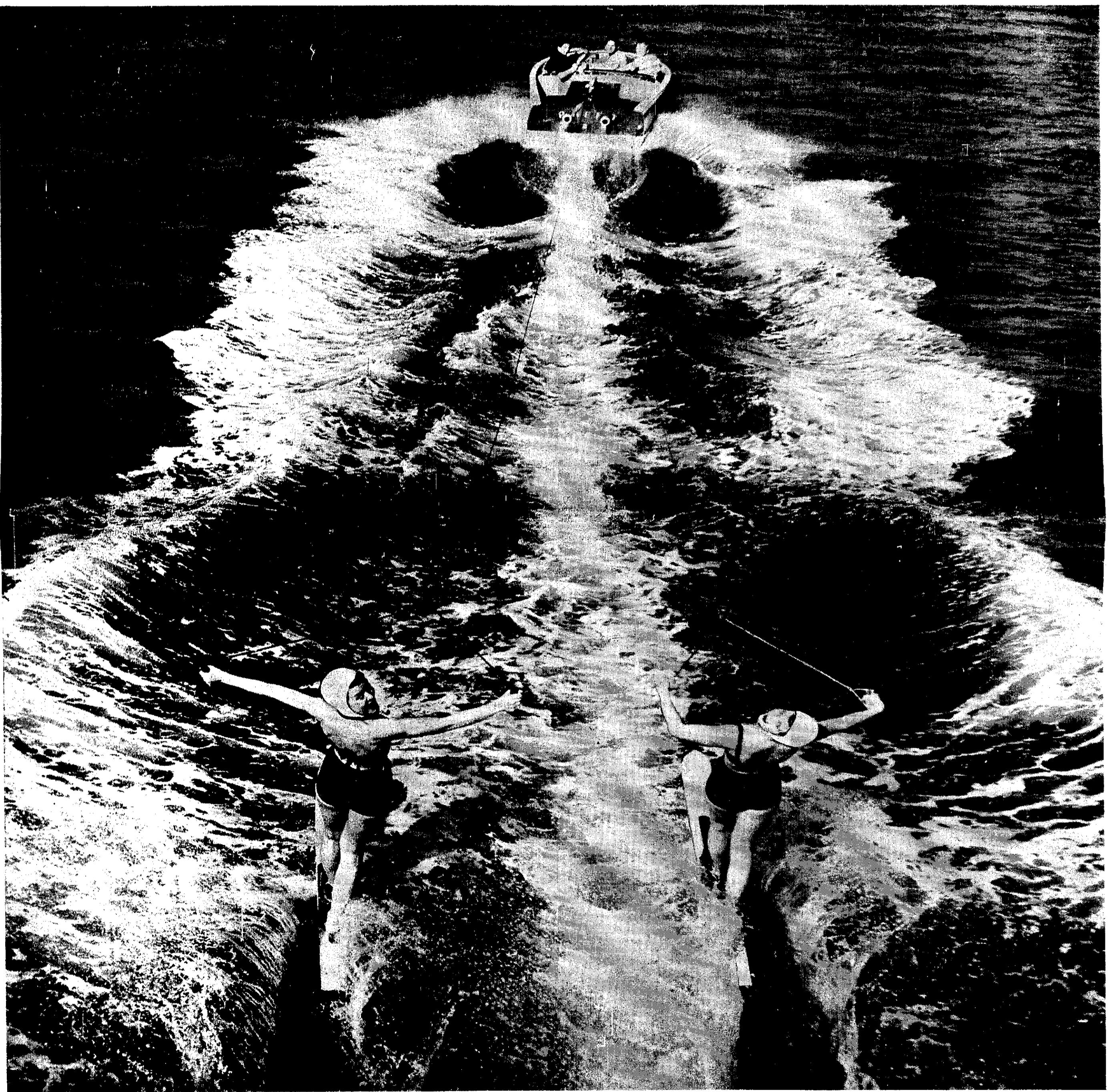


**MAGAZINE**  
**Section**



**PATTERN OF PERFECTION**

—Photo by Jasper Nuttall  
Perfect timing goes into high-speed water skiing, as these girls and their pilot prove. Girls are Norma Brisson and Frankie Sippel of Long Beach Boat & Ski Club. See Page 2.

# They *Swim* Before They Walk

Toddlers take quickly to water under proper guidance. A former Long Beach woman tells how she has taught 1000 of them to swim and dive.

By Douglas Nelson Rhodes

**A**CROWD of admiring spectators clustered around the swimming pool at the Los Angeles Ambassador Hotel to watch the expert swimmer, George Teal, perform his repertoire of intricate dives and strokes. After executing various maneuvers, including graceful swan dives, twisters and other demonstrations of his aquatic prowess, George modestly acknowledged the audience's plaudits and began plunging time after time to the bottom of the deep pool to retrieve objects which a pretty young woman in a trim bathing suit tossed into the water.

A latecomer, a typical member of the bobby-sox brigade, rushed up and tried vainly to peer over the shoulders of the crowd. "Who is it?" she cried excitedly, "Johnny Weissmueller?"

"It's George Teal," an onlooker replied.

"Ooo-oh!" the bobby-soxer enthused. "I'd like to meet him because I'm simply swoony over swimmers!" Then, with a glance at the girl on the other side of the pool, she added in a disappointed tone, "But I suppose that's his wife over there."

"That's Crystal Scarborough, his teacher," was the reply. "George is still a bachelor—you see he's only 14 months old and hasn't learned to walk yet."

George is not considered as an especially unusual prodigy by his teacher Crystal Scarborough, a former Long Beach resident who now lives in Los Angeles, has taught more than 1000 babies to swim, dive and generally conduct themselves like agile fishes. In all, she has educated more than 7000 children in the ways of the water. She prefers to teach youngsters, rather than adults—because of children's exceptional co-operativeness—she also conducts swimming classes for grownups at the Ambassador pool where she is employed as instructor.

**M**ISS SCARBOROUGH declares that the younger the student the quicker he or she learns to swim. She says:

"Babies have no inherent fear of the water. Teach them to swim early and they're set for life."

She starts the little ones out by simply pouring water over their heads, letting it run into their eyes, ears and mouths until they learn to breathe properly in the presence of water. Of course, they gasp and choke a little at first; Crystal admits, but she explains that they catch on quickly to what the teacher is trying to do and, after a few tries, they often cry to be dunked. Once they master correct breathing, Miss Scarborough declares, it's a cinch to teach them to paddle and kick their way across the pool.

Proof of Crystal Scarborough's success as a swimming coach for the very young is her own daughter, June, now 13, who has been a veritable mermaid since babyhood. June is Pacific Coast junior swimming champion in her age group and holds the record of 32.3 seconds for 40 meters. The youngster learned to swim at the age of one year and ever since has been as much at home in the water as on land.

Although she has been a professional swimming coach since the age of 12, Crystal Scarborough insists that she took up the sport "late in life." In addition to coaching her own daughter and the children of hundreds of other Southern California families, Crystal undertook the aquatic education of her tiny niece, Sherry Lynn Whitford, when Sherry was but three weeks old.

"First I taught her breath control by dunking her in the family bathtub," the aunt explains. "She could swim alone in a full-size pool at the age of nine months."

**S**HERRY, now a swimming veteran at the age of four, sported a spiffy red swim suit before she graduated from three-cornered pants and clamored to go swimming by imitating the breast stroke long before she could pronounce the word "water." Now she watches with critical professional interest when Aunt Crystal gives elementary swimming lessons to Sherry's younger sister,

Robin, who was initiated into the ways of the water at the age of two weeks.

A star pupil in the infant brigade is the amazing Bobby Smith, year-and-one-half-old "swimfan" who has been an accomplished swimmer for more than half his life. Since he was 10 months old, Bobby has leaped into the family swimming pool for a swim of several hundred feet as a prelude to breakfast. So fond is he of the sport that his mother sometimes has to threaten a spanking before the precocious infant can be persuaded to leave the water.

Not all of Miss Scarborough's outstanding success has been with toddlers, though, and one student of whom she is especially proud is Harold Darius, 10-year-old polio victim. Crystal regards Harold as a real triumph because when he came to her for swimming lessons he was considered a hopeless cripple who probably would never walk again. After a four-year battle with the disease, he was virtually helpless. Now Harold can move both arms and legs and there is strong indication that he will be walking again within a few months—and eventually may recover entirely.



"Swimfan" hits the water after plunging from the diving board (right). Tots soon overcome their fear of height.

**T**HE AMAZING results of this swimming therapy so impressed Miss Scarborough that she has placed, in a special savings account, the sum of one dollar for each of the more than 7000 children she has coached. When anyone appears to match this amount she will use it to build a special pool where crippled chil-

dren and handicapped adults will be taught to swim.

Crystal Scarborough agrees with psychologists that swimming is an overlooked factor in preventing juvenile delinquency. Swimming teaches cleanliness and promotes physical and mental well-being. Teach 'em young, she advises, and the chances are that they'll be a credit to you always.

## Gold Rush Tavern



—Photo by Nell Murbarger

**M**itchler House, formerly Sperry's Hotel, at Murphys, Calif., is a century-old tavern in which many famous persons of gold-rush days sought rest, refreshment.

**H**AVING bridged the gap from ox-carts to rocket ships, a few of California's original taverns of gold-rush days still are doing business and dispensing hospitality. Among the more notable of these early day inns is the former Sperry Hotel, now the Mitchler House, located in the once-turbulent mining camp of Murphys, long ago declined into a picturesque foothill village known chiefly for its quiet charm and peaceful atmosphere.

Buried in the dense foliage of Chinese "trees of Heaven," the placid old tavern looks out on the world through long narrow windows, the iron shutters of which offer eloquent testimony to a nonplacid past. Second floor balconies, circled by fancy iron grillwork, provide a fitting front for the inn's best suite, still resplendently furnished in the red plush and horsehair elegance of a gone day.

Situated on the main traveled road between San Francisco and the Calaveras Grove of Big Trees, first of the mammoth sequoias to be discovered, the old hotel was a popular overnight stopping place for stage passengers en route to the grove. While George Washington never had the honor of sleeping here, the musty, old registers of the inn preserve a collection of names possibly unmatched by any other public house in the United States.

**S**ITUATED on the main traveled road between San Francisco and the Calaveras Grove of Big Trees, first of the mammoth sequoias to be discovered, the old hotel was a popular overnight stopping place for stage passengers en route to the grove. While George Washington never had the honor of sleeping here, the musty, old registers of the inn preserve a collection of names possibly unmatched by any other public house in the United States.

**P**ERUSAL of their time-yellowed pages reveals the flourishing chirography of such men-of-affairs as President Ulysses S. Grant, Sir Thomas Lipton, John Jacob Astor Jr., John Pierpont Morgan, the Rothschilds, Mark Twain, Henry Ward Beecher,

phys., and the bullet-scarred front door of the Mitchler House remains as proof of flying lead and many an early-day gunfight.

As part of its formal opening, proprietors of the hotel ceremoniously discarded the key to its bar, as was the frequent custom in that lusty era. For nearly a century this portion of the inn was never locked and an attendant was always waiting to welcome the stray traveler and "set 'em up."

## Southland's Cover

Perfection in skill and poise are required to skim over the water at high speed and provide as pretty and graceful a picture



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FRED TAYLOR KRAFT Magazine Editor  
Member PACIFIC SUNDAY MAGAZINES



Members of her "Minnow Club" look on as Crystal Scarborough, famed as swimming tutor of children, teaches pupil to float. She starts 'em out when they're babies.

## Helen Hayes Returns

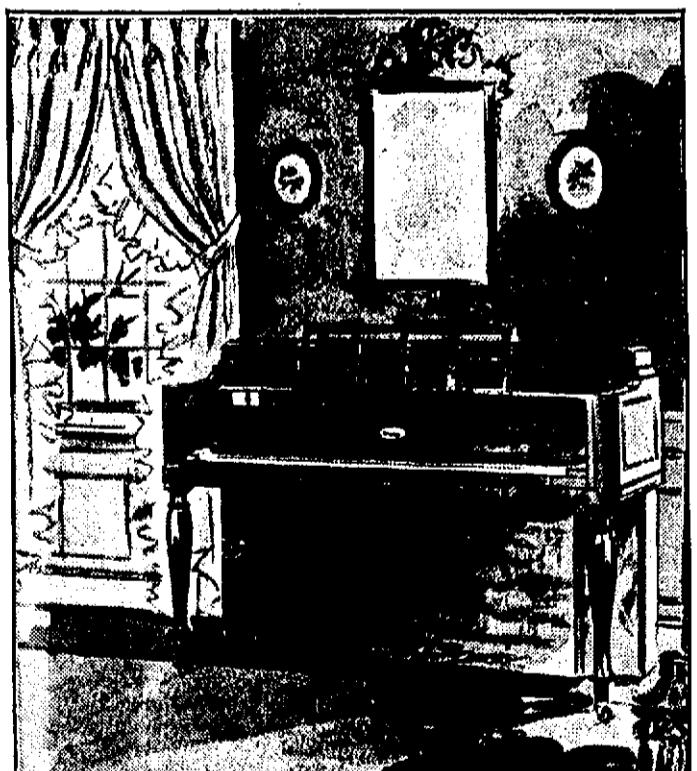
By Joe Cunningham

**A**TINY woman, with gray in her hair and some wrinkles in her face, stepped on Paramount's huge Stage 17 the other day and said "I'm ready." Helen Hayes, long the first lady of the American theater, was facing Hollywood's cameras again for the first time in 16 years.

Miss Hayes was lured back to Hollywood by Producer-director Leo McCarey to star in his "My Son, John" for Paramount. Since that first day, Helen has rediscovered that working in pictures has its compensations and its headaches. She also has had her great respect for film players reawakened now that she's back in the midst of the melee.

"You'll find good and bad performances on both the screen and the stage," Miss Hayes said, "but I resent those stage people who superciliously curl their lips and sneer at all screen acting."

"I watch fine screen performances with awe. I think it is much harder to give a good performance on the screen than on the stage," she continued. With a wave of her hand, she indicated the sound stage, all the paraphernalia such as



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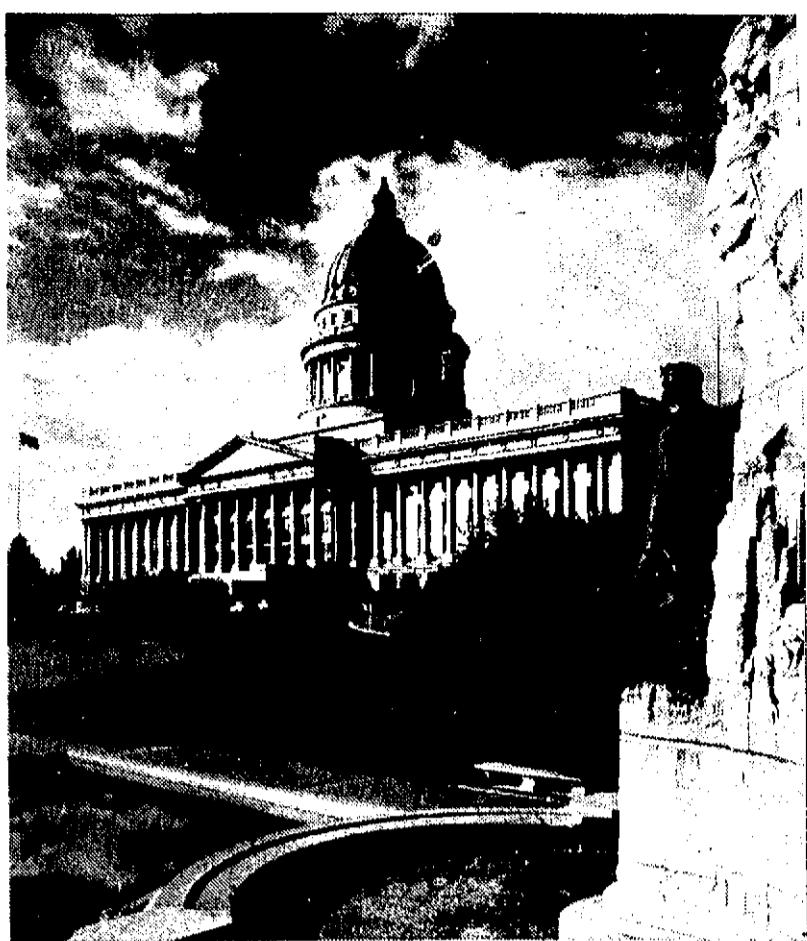
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'THIS IS THE PLACE!'

*Salt Lake City*

World-famed for the beauty of its setting and unique in its historical background, Salt Lake City is one of America's major attractions. Capital city of Utah, seat of Salt Lake County, it is the largest city (approximately 200,000 population) set between Denver and the Pacific Coast.

The history of Salt Lake City dates from July 24, 1847, when the first hardy band of determined pioneers gazed out over the Salt Lake Valley from their vantage point at the entry to Emigration Canyon and Brigham Young made his now-famous decision, "This is the place!" A far cry from the barren plains of those days is the modern city, replete with splendid hotels, excellent eating places, fine stores and other attributes of today's urban living.



At the head of Salt Lake City's State St. is the magnificent Capitol of Utah (above) which looks down over the entire valley.



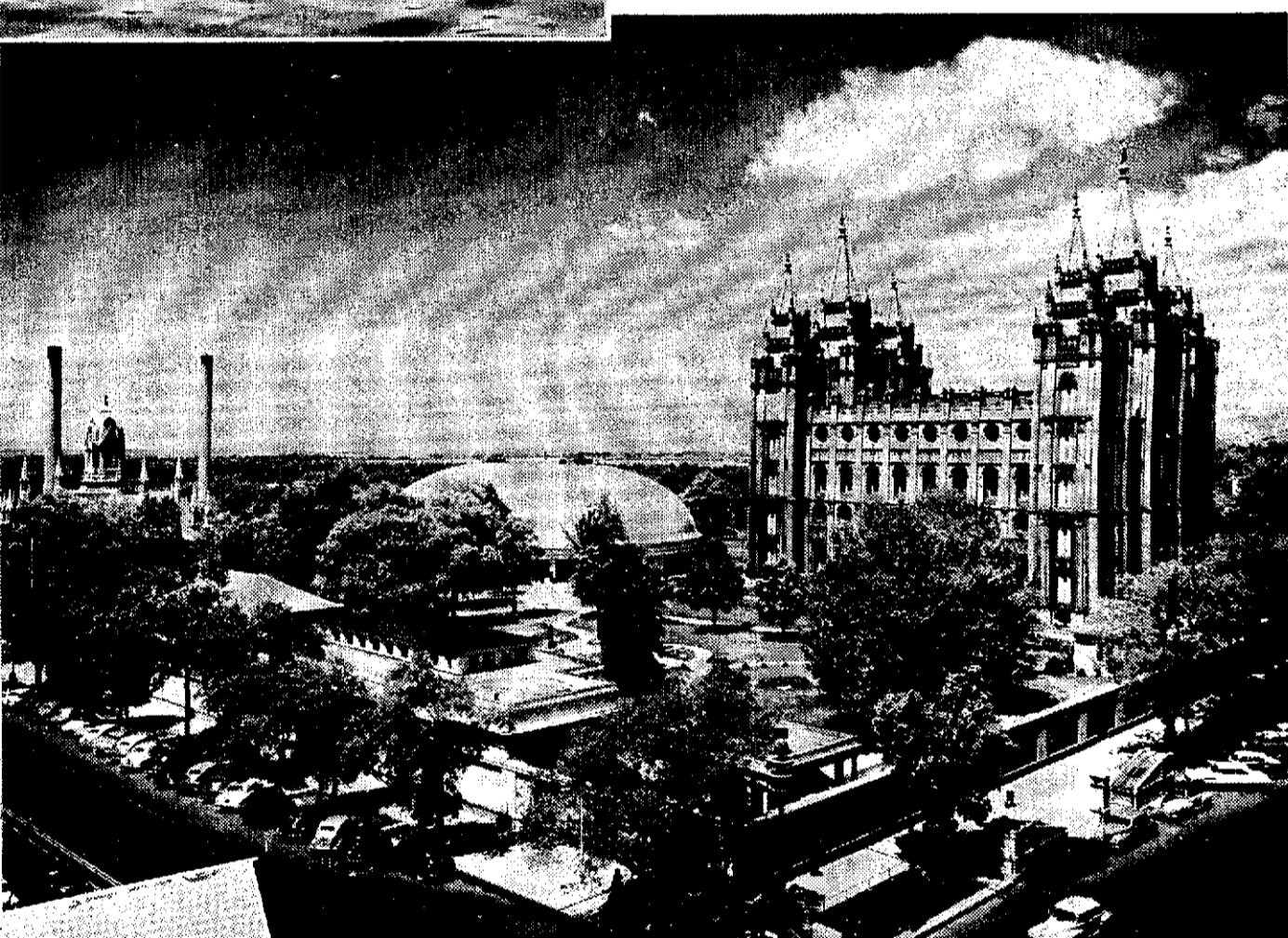
Famous the world over is Great Salt Lake, 27 per cent salt, where bathers float like corks, as pretty girls (right) demonstrate.



Salt Lake City is a community of clean beauty and its growth has been sound and steady. Above, looking north on Main St.



Majestic Wasatch Mountains offer six spectacular canyons near the city. Above, Big Cottonwood Canyon.



Architectural beauty, including the famed Tabernacle, is found in the Square and the buildings of Salt Lake City's L.D.S. Temple.



Sprawled like a vast amphitheater, America's largest open-cut copper mine, a mammoth operation, is situated at Bingham, Utah.

"This is the place" monument at the mouth of Emigration Canyon is a famous show place. It was erected on point surveying valley.



Above, Brighton, at the head of Big Cottonwood Canyon, an hour's drive from the city, is favorite summer and winter resort.

## Book Reviews Live Life to Hilt as Lifeman

By Roberta Toland



ELEANOR ESTES, author of the famous Moffat series for young people and of adult fiction, has been recipient of an important recent award for her new book, "Ginger Pye" (Harcourt, Brace). See Joseph Joel Keith column, "Books, Writers," appearing below.

## Juvenile Books

WILD HORSE ISLAND, by Elias Birk, 32 pp. Boston: Houghton Mifflin Co.

THIS BOOK relates the exciting adventures of 10-year-old Jim Roberts of Chicago on an island in a lake of northwestern Montana. Jim becomes a friend of real cowboys, a horse in trouble, and some interesting Cub Scouts. There's something doing on every page. Boys (and girls) approaching their teens will love it all.

MARY HAD A LITTLE LAMB, a Matel Music Maker Book, Los Angeles: Matel Music Incorporated, 32 pp.

HERE is something entirely new for the smaller children—a book equipped with a music box! You simply turn the crank and sing each page. The little ones will be delighted and, before you know it, they'll be doing the same thing themselves. Other titles in the first of the series of Matel Music Maker Books include "Farmer in the Dell" and "The Mulberry Bush."

# It's a Sheer Summer!

It's a feminine year for fashion, say California's brilliant designers, and one fact stands out—it is going to be a sheer summer, with stress placed on diaphanous materials (the peek-a-boo stuff to mere males). This sounds like an interesting season is ahead. Here are some ideas of what it will be like: Lace is incorporated into everything from swimsuits to evening gowns. Cotton lace is a best seller and some designers use it with solid cotton underneath, stitched and sewn as one fabric. Others prefer to make sheath slips of taffeta and these are usually worn with Chantilly lace dresses. Organdy is better than ever. Organza, a rich fabric, is in favor.

Coconut strawberry horns and coconut orange squares are delightful refreshments to serve with your cup of tea.



Iridescent pure silk organza in a shimmering blue-green combination over a pure green taffeta sheath slip is used (left above) by Marjorie Michael. Wide V neckline is framed by a stitched collar. A shining gold kid belt sparkles this late day dress. Dramatic black and white is combined by designer Bascom Stanley for the International Sports-wear halter sundress (right). It is of black pique, stem-slim in silhouette. Over it is black organdy circle skirt, flocked in white for date dress as well as bare-back sundress.

# Time for Tea!

By Mildred K. Flanary

**I**T'S TIME to shed the felt hat for the straw, time for flowers and light spring clothes . . . in fact, it's time to be thinking about sending invitations to a tea, your first tea of the season.

Whether your version of a tea might come under that masculine interpretation of an affair where women go, giggle, gobble and git or a more sedate idea, tea still is a most gracious manner of entertaining. Some dainty cookies and a cup of tea have helped many a home-maker earn the reputation of being a delightful, charming hostess. An excellent code to follow might be to make your teas simply intriguing and intriguingly simple. Tea for two or four or more calls for tempting, dainty refreshments. But it does not mean that these refreshments need be limited to sweets. A tray of miniature sandwiches is certain to please.

First of all remember: To make good tea the steps are three—

Have the water for your tea boiling, boiling merrily! Tea bag or teaspoon . . . it matters not, One for each cup and one for the pot. Don't skimp the time in which you brew it. Three minutes or more . . . no less will do it!

For tea party refreshments try:

#### Coconut Orange Squares

$\frac{1}{2}$  cup sifted flour  
 $\frac{1}{2}$  teaspoon double-acting baking powder  
 $\frac{1}{2}$  teaspoon salt  
 $\frac{1}{4}$  cup butter  
1 cup sugar  
1 egg, unbeaten  
1 teaspoon grated orange rind  
1 tablespoon milk  
1 cup coconut, cut  
 $\frac{1}{2}$  package (4 squares) candy-making chocolate melted

Sift flour once, measure, add baking powder and salt, and sift again. Cream butter, add sugar gradually, and cream together until light and fluffy. Add egg, orange rind, and milk and beat well. Add flour and coconut, mixing only enough to blend. Turn into 8x8x2-inch pan, which has been lined on bottom with paper, then greased. Bake in moderate oven (350 F.) 25 minutes. Remove from pan and trim off edges. Spread with melted chocolate. Cool. Cut in squares. Makes 16 squares.

#### Coconut Strawberry Horns

$\frac{1}{4}$  cup butter  
 $\frac{1}{2}$  cups shredded coconut, chopped  
 $\frac{1}{4}$  cup sugar  
 $\frac{1}{2}$  cup sifted flour  
 $\frac{1}{2}$  teaspoon double-acting baking powder  
 $\frac{1}{4}$  teaspoon salt  
2 eggs, unbeaten  
1 teaspoon vanilla  
Melt butter in saucepan. Add coconut and cook over low heat until golden brown, stirring constantly. Remove from heat, add sugar, and mix well. Cool to room temperature. Meanwhile, sift flour once, measure, add baking powder and salt, and sift again. When coconut mixture is cool, add eggs and vanilla and beat well. Add

flour and mix until blended. Drop from teaspoon on lightly greased baking sheet. Bake in moderate oven (375 F.) about 10 minutes. Remove at once from baking sheet and roll around the handle of a wooden spoon, turning the bottom side in. (If cookies harden too quickly to remove from baking sheet, heat in the oven for a few seconds.) Fill with Strawberry Whipped Cream\*. Makes about 3½ dozen cornucopias.

\*Strawberry Whipped Cream: Mix 1 cup sliced fresh strawberries and 3 to 4 tablespoons sugar; let stand 15 minutes. Fold into 1 cup whipped cream. Makes about 2½ cups.

#### Toatime Tartlets

Blend in 1 cup grated cheese with one package pie crust mix. Add 3 to 4 tablespoons cold water; mix lightly with fork. Shape into a ball. Roll out on floured board, one-half at a time, to  $\frac{1}{8}$ -inch thickness. Pastry Cups: Cut rolled pastry with 3-inch round cookie cutter. (A scalloped cutter makes a dainty edge.) Fit rounds into small, ungreased muffin tins; prick with fork. Make at 450 F. 10 to 12 minutes. Fill with chicken, tuna or sea food salad. Decorate with a slice of stuffed olive or pickle.

Tuna Nut Tea Rolls  
1½ pound canned tuna  
 $\frac{1}{2}$  cup mayonnaise dressing  
1 tablespoon lemon juice  
18 thin slices white bread  
 $\frac{1}{2}$  cup cream cheese (moistened with milk to good spreading consistency)  
 $\frac{1}{2}$  cup walnut meats (chopped)

Separate tuna into small flakes. Add mayonnaise dressing and lemon juice. Blend well to smooth paste. Remove the crusts from the thin slices of bread and spread each slice with the tuna mixture. Roll like small jelly rolls. Cut each roll in half if shorter sandwiches are desired. Spread each roll with cream cheese and roll in chopped nuts.

English Sandwiches  
½ pound canned tuna  
 $\frac{1}{2}$  cup carrots (shredded)  
3 tablespoons walnuts (chopped)  
Salad dressing to moisten mixture  
Whole wheat bread

Combine tuna, shredded carrots, nut meats and salad dressing. Use as filling between thin slices of whole wheat bread. Yield: Eight to 10 sandwiches.

#### Tea Sandwiches

Pick fibers from 1 can crabmeat. Add minced celery, minced parsley and shredded

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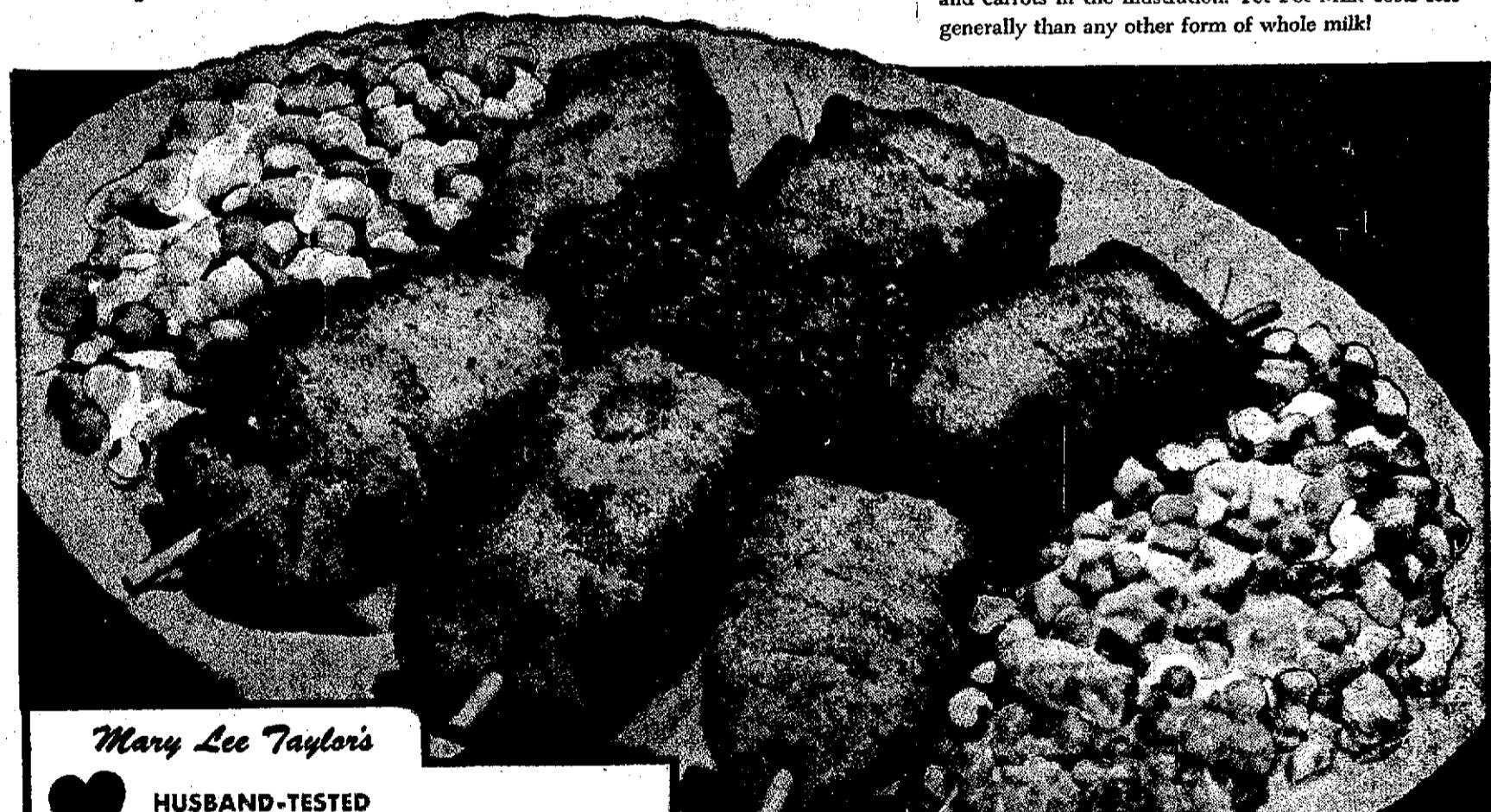
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## Everybody wants these

# "DRUM-STICKS"

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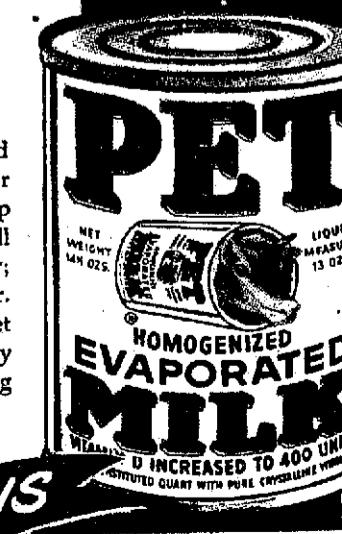
Mary Lee Taylor's

HUSBAND-TESTED

## MOCK DRUMSTICKS

1 lb. boneless lean pork, ½-in. slices	¾ cup Pet Milk
½ teasp. pepper	3 tablesp. shortening
1¼ teasp. salt	½ teasp. salt
½ cup fine, dry bread crumbs	No. 2 can peas
	1 cup diced carrots, canned

Cut meat into 1½-in. squares. Sprinkle with pepper and ¼ teasp. salt. To make drumsticks push meat close together on 4 wooden skewers. Roll drumsticks in crumbs. Then dip in ¼ cup milk. Roll again in crumbs. Brown slowly on all sides in hot shortening. Add ¼ cup vegetable liquid. Cover; cook over very low heat 1 hour, or until meat is tender. Remove meat to warm platter. Stir into liquid left in skillet ½ cup milk and ½ teasp. salt. Heat slowly until slightly thickened. Add drained peas and carrots, heat until steaming hot. Serve with drumsticks. Makes 4 servings.



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# California's Cobra Orchid

**T**HE CALIFORNIA COBRA ORCHID, Darlingtonia californica, eats living organisms attracted into its highly colored, tubular leaves.

A native of California's coastal bogs, it has always been considered a tricky plant to grow. Being a bog citizen makes its cultural requirements very much on the wet side.

However, instead of prescribing expensive greenhouse or terrarium conditions where air and soil humidity can be controlled, this interesting, if sinister, looking plant has been brought out into the open. And like most boggy, it has belied its reputation and turned out to be just another of nature's interesting, odd subjects.

True, the plant's life depends on your keeping the rooting medium not only damp but soggy wet. If you have a small

By Burleigh M. Beakley

bog-garden around your fish pool the Cobra will thrive there happily with its feet in the ooze and head in the warm sunshine—and it won't eat the goldfish.

If grown in the house, use the double-pot propagation method.

Fill the growing container with equal parts of chopped sphagnum moss, silver sand and fern fiber. These materials can be bought at your local nursery or garden supply store.

Set the planting pot into a larger one affording at least an inch clearance all around and fill the intervening space with sphagnum moss. Set the two receptacles in a glass tray two inches deep.

Wet the moss around the inner pot and pour an inch of water in the base tray. Keep the moisture container primed

and your Cobra will show interest and rise up even as its reptile namesake before an Indian flute.

YES, the Cobra Orchid does eat living things. However you won't have to cultivate it wearing boxing gloves or gripping a pruning knife in one hand for fear of losing one or more of your digits to its snapping jaws. It is strictly insectivorous.

The tall, hollow leaves are very colorful, having an intricate veining and spotting of red, green, orange, violet, brown and magenta, highly attractive colors for small flying and crawling insects. Once the bug gets inside the leaf he really gets the works.

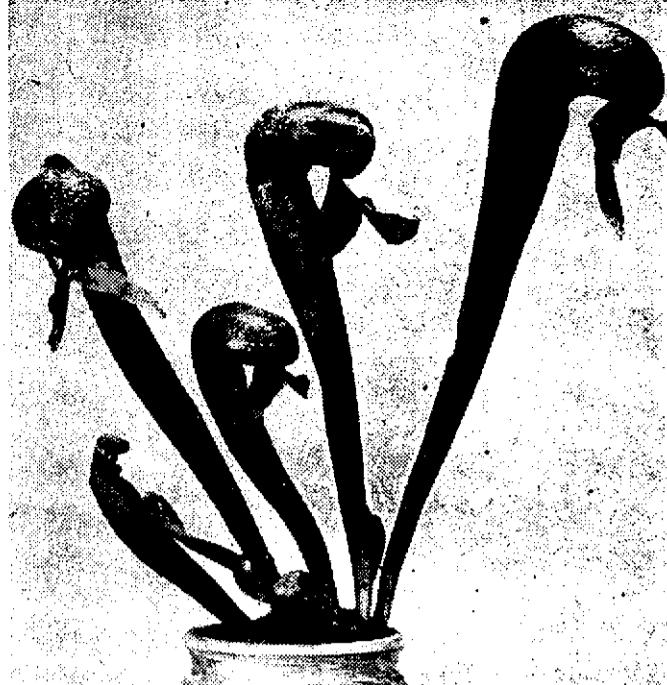
The walls of the inner leaf are covered with a fine, sticky fuzz of hairs that slant down-

ward, discouraging retreat once the crawler is in. At the bottom of the tube is a quantity of sweet, sticky, honey-like substance which, when the bug has begun to eat it, gradually enmeshes it. In this orgy of eating and being readied to be eaten, the bug is gradually engulfed in the sticky mess, smothered and killed. This cloying element then decays and disintegrates it into food substances that the Cobra assimilates.

This odd insect-trapping phenomenon has been commercialized.

**R**ECENTLY sellers of the California Cobra Orchid have advertised it as a meat eater. It does eat meat, in the manner just described. The process is slow. In its native environment it captures a greedy, color-enthralled bug occasionally.

Under these circumstances the plant may have a very



Native of California's coastal bogs is the Cobra Orchid, an excellent plant to add an unusual touch to gardening.

mild, hardly noticeable, smell of decaying insects.

But, when an over enthusiastic owner insists on dropping fragments of raw meat into the Cobra's leaf-maws' every couple of days, the ensuing effluvia becomes decidedly obnoxious—in fact, the plant just plain stinks.

If you just must feed the plant, give a finely shredded bit of raw beef the size of a dried pea every three weeks. Then if the Cobra burps biliously, cut down the ration. As with humans, some plants have a stronger digestive make-up.

**T**HE PLANT sends up a bloom stalk bearing a pinkish, many-petaled flower. It can be propagated either by seeds or by divisions and is generally considered an annual.

In Southern California it will, like many plants otherwise considered annuals, complete a yearly cycle and grow

as a biennial and sometimes even a perennial.

Travelers interested in seeing the natural spectacle of thousands of these handsome Cobra Orchids rearing their colorful heads three feet and higher, should visit the Siskiyou National Forest. There the stony hillsides surrounding Flycatcher Spring are heavily peopled by the plants. They thrive at this 2500 foot altitude in full sunlight and are sustained only by a mere network of water trickling down the slopes.

## Quiz Answers

Answers to "Whose Mother?" quiz on page 2: 1. Guglielmo Marconi; 2. A. A. Milne; 3. George Washington; 4. Thomas A. Edison; 5. Wilbur and Orville Wright; 6. Andrew Carnegie; 7. James Watt; 8. John Wesley; 9. Roland Hayes.

## refresh your roses

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Just think of the extra growing energy a rose expends here in Southern California. There's no long dormant period, often almost none. Instead, roses here grow and bloom repeatedly, over many months. For best results, they need help.

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New products make easy lawn weed control effective, as may be seen in before (top) and after (below) photos.

## Easy De-Weeding

By Walter Finch

**W**EED CONTROL is now about the simplest lawn problem imaginable. Weeds that once drove the homeowner into a frenzy of digging or spraying are now eliminated with less effort than the weekly mowing.

All you need is a couple of anti-weed powders which are spread over the lawn, without the need for mixing with water or anything else. They are ready to use right out of the box, like salt for seasoning, and you use just about as little.

Let it be said here and now, however, that these products should not be used on dichondra lawns—dichondra will not survive the treatment.

Both weed control products are developments of Scotts

Lawn Research. The newer one, just announced, is called 4-XD. It is effective against broad-leaved weeds such as dandelions.

According to the developers, 4-XD would not be possible except for some earlier basic work on plant hormones of the Boyce Thompson Institute, and others associated with the U. S. Department of Agriculture. They discovered the selective herbicidal effect of the miracle chemical 2, 4-D which in proper use will destroy dandelions and their ilk without injury to desirable grasses.

The alkanolamine salts (of the ethanol and isopropanol series) of 2, 4-D is impregnated into a special selection of vermiculite to produce the new

(Continued on Page 7, Col. 5.)

Because the bare root rose planting season is past doesn't mean you can't plant roses the rest of the year! You can. Roses are available in large tin containers. In fact many wise RED STAR nurseries and garden supply dealers put a certain group of choice, plump bare root roses aside and plant them for later sales.

You can select the varieties you want when you see them

in bloom! Have the nurseryman cut the cans for you, on all four sides. Work two cupsfuls of RED STAR Steamed Bean Mix into the hole. If soil is heavy, mix one part of Ground Bean Straw to three parts of garden soil.

Be careful not to break the ball of roots. Water well and keep plant moist for a few days.

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5 Gal.

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GAL. CANS

Sutter's Gold \$2.00  
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**ROSE BUSHES** 75c up

Select yours from the largest collection of roses in So. Calif. Thousands in bloom.

**CLIMBING ROSES** 85c up

**TREE ROSES** 295

**AFRICAN VIOLET** 65c up

Most popular flowering house plants of all. Pink, lavender & blue.

**FANCY LEAF CALADIUM** 175

up

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**JUNIPER PFITZER** 79c and up

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**NORWAY SPRUCE** \$5.75 ea.

NOTE NEW PHONE NUMBER!

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# Carpet that Garden Room

**W**IOTHOUT a garden carpet your outdoor living room will not be complete. A carpet of living flowers in your backyard will add charm to your landscape. Low growing, colorful plants qualify for this particular project.

Let the gazania be your first choice. The flowers are distinct in that they remain open only during sunny hours; like many other daisy-like blooms the petals of the gazania curl up when the skies are dark or overcast. A number of varieties are available including the following: Uniflora, Lemon; aurantiacum, a brilliant orange; splendens, yellow, and purple, deep red. Equally attractive but relatively unknown is a white gazania.

A patch of bright-toned gazanias will appear as a beacon

light in your garden. It can be seen from blocks away. The plant is native to Africa and obviously a sun lover of the first class. Gazanias hug the ground, rarely ever aspiring upwards for more than five or six inches.

The flowering season lasts from April through December if growing conditions are ideal. The plants are great producers and during the flowering season are completely covered with blooms. Foliage is sparse so the plant appears to be one great mass of color. Variety uniflora is especially attractive because of the black spots in the flower center contrasting with the bright-colored petals.

**A**NOTHER excellent variety for a garden carpet is the ever popular mesembryanthemum.

mum. Everything is lovely about this subject but its name. If you don't want to get your tongue tied on this one, then refer to it as the ice plant. Every nurseryman will know what you are talking about.

The colors of this subject are extremely brilliant, including gorgeous shades of purple, crimson, copper, pink, yellow, buff, white, lavender and ruby-red. The mesembryanthemum requires practically no care and, because of its succulent texture, can go for weeks, even months, without water. The plant cells store up their own water against the day when the soil turns dry.

The ice plant is ambitious; in time it will trespass across the entire garden. Like the gazania the mesembryanthemum is a sun lover. The plants can be propagated either from seed or established plants; the latter method is quicker and more common.

**L**IPPIA REPENS is more like a mat than a carpet. It thrives on abuse, daily poundings causing it little trouble. Lippia repens prefers a hot spot and a semi-arid environment. During the summer months small lavender flowers appear in abundance. A light or even sandy soil is preferred. This plant is also known as lippia grass, due undoubtedly to the heavy foliage which often hides from view the flowers.

Although often classed as a perennial the verbena is grown in this area as an annual. The plants succeed easily from seed although garden supply stores usually stock the plants in a wide range of colors. These established seedlings are about six weeks old when offered for sale. They save a lot of time and the additional expense is more than made up by the early maturing and ease of culture. Seeding at best requires a certain amount of coddling. The plants have been hardened off before being offered.



Sun-loving gazania is a first choice when choosing the flowers to carpet areas of your outdoor living spaces.

A hardy flower to typify the concept of motherhood was sought for Mother's Day. The carnation was the answer.

## Mother's Day Flower

By Ruth Elizabeth Baird

**W**HY ARE carnations worn on Mother's Day?

At first the lily was thought to be the most symbolic of the purity of motherhood. But hothouses already grew lilies

(Advertisement)

### 'One Package' Fertilizer Now

The new "One Package" fertilizer, containing not accidental traces but adequate, measured, guaranteed quantities of zinc, iron, copper and manganese, plus your soil conditioner (100% organic—no sand, brick dust, lime or gypsum)—all this right in with your regular nitrogen, phosphate and potash—for pennies more than you've been paying for just the fertilizer — yes, this new product, made for the busy gardeners of 1951 who do not have time to experiment around for weeks finding out which of these minerals their soil needs, is being distributed this week in the L. B. area and is already available at Park Nursery, 3842 E. 10th; Boyd's, South at Atlantic; Kitano's, also Alfson's, both Atlantic near Olive, Compton; Murphy Feed, 9308 E. Artesia.

Ask for Vita-tone, by Leffingwell Co. of Whittier, 50 years in the business of supplying trainloads to truckloads of fertilizers to California ranchers. Put it on your most "backward" plants—then watch em grow!

\*Actual effect of Vita-tone on roses, camellias, azaleas, etc., may be seen at Knott's Berry Farm, Buena Park, Calif. Frank Morris has been using Vita-tone for two years. He uses it to drive his own car to Whittier to attend Vita-tone on numerous occasions. After one year he was able to sell his Weller & Hinrikka wholesale gardens, 8008 E. Imperial Hwy., South Gate.

forgotten . . . just so is the incense of a mother's prayers.

In a beautiful way, the carnation illustrates the undying quality of a mother's love. Instead of dropping the petals as other blossoms do, the crowning characteristic of the carnation is that it folds its faded petals to its heart—not one petal is ever dropped.

To wear a carnation this Mother's Day, whether red or white, is to symbolize the purity, fidelity, prayers and enduring love of mothers.

## Cut Roses Carefully

**M**AGNIFICENT rose arrangements are dear to the hearts of most gardeners because their exquisite color, form and fragrance give them a special appeal as cut flowers. Because of their wide color range, they make perfect displays for any occasion and can be used in any room in the house.

This is one reason for the unusual popularity of the 1950-1951 All-American roses which offer a wide versatility both in the garden and the house. Fashion, a floribunda, presents a color entirely new in roses—coral pink overlaid with gold. Its perfectly formed blooms and unique color make for striking arrangements. The other three winners, all hybrid teas, offer the brilliant color, form and sturdy stems characteristic of the best varieties of this class. Mission Bells is a deep salmon pink opening into a clear shrimp pink; Capistrano is a glowing rose pink; and Sutter's Gold is a rich yellow shaded with orange and red.

The chance to cut some magnificent roses for household



Lay in a stock of insecticides and be ready to lay down a barrage as soon as plant-killing pests appear.

## Roses in Bloom

displays is one of the gardener's richest rewards, but a few rules should be observed to preserve the strength and vigor of the plant. Roses depend on their foliage to supply the energy needed for strong growth and structure and the removal of too much leafage can weaken the plant.

It is a great temptation to cut the longest stems possible for arranging but to a degree the temptation should be resisted. Keep in mind that at least two well-developed leaves should be left between the cut and the main cane. Make the cut about a quarter inch above the leaf, thus leaving two eyes which will develop into new shoots.

Dead or withered blooms should not be left on the plants, and seed pods or hips should not be permitted to develop as they drain a part of the important food supply needed to produce new shoots and flowers. This practice should be followed with the floribundas, such as Fashion, which produce clusters of buds which do not bloom at the same time. Remove the flowers as they wither to direct nourishment to the other buds. As soon as all buds in the cluster have flowered, cut back the top of the stem to the first leaf or plump eye.

Side buds frequently develop just below the terminal bud on the hybrid tea varieties such as the A. A. R. S. favorites Mission Bells, Capistrano and Sutter's Gold, and as with the floribundas, the spent blooms should be removed to help develop the remaining flowers. These secondary buds should be pinched off as soon as they appear if the gardener has any intention of entering flowers in a show or exhibit of any kind.

**A** NEW safety-first insecticide that gives long-lasting control of most garden bugs is now available to home owners and backyard gardeners as well as to the growers of commercial food crops.

Extensive tests have shown that this new insect killer, named methoxychlor, presents virtually no hazard to consumers of the treated crops. As a result, methoxychlor is safe to use even close to harvest of vegetables, fruits and other food plants, according to evidence presented by the manufacturer, the du Pont Company, before the Congressional committee which studied agricultural pest control chemicals and their effect on foods.

The evidence shows that methoxychlor also has another built-in safety factor. Unlike some other powerful insecticides, it does not burn or

## Tips on Gardening

**G**ARDENING tips for the week . . . Chrysanthemum plants are now available at most nurseries. Many garden supply dealers in this area specialize in mums; the time to start them is now. Remember that mums are the Queen of the Fall flowers.

Don't relax your efforts at ridding your garden of pests, disease and night prowlers of

stunt the plants on which it is used. This makes it safe for gardeners to apply even on sensitive plants such as cucumbers, melons, tomatoes and roses.

Because of these safety factors, it is replacing the old arsenicals and DDT in the insect control program of many gardeners and also in the du Pont products which are combinations of chemicals for all-in-one insect and disease control. For example, du Pont now uses methoxychlor as an insecticide ingredient in all of its combination garden products, including Tomato Dust, Floral Dust, Vegetable Garden Dust and Fruit Tree Spray. It is also available in small packages by itself as du Pont 50 per cent Technical Methoxychlor for use by gardeners who mix their own combinations or who want to spray for insect control only.

which snails are probably the worst. Snail baits are now available in the form of pellets; clean and easy to use.

If after mowing your lawn it appears uneven then get your mower blades sharpened. Dull blades simply cause the leaves to bend down; after the mower passes they stretch back to their original position; thus causing a lack of uniformity.

## De-Weeding

(Continued From Page 6.)

product of 4-XD. The result is a clean, dry granular compound that is easily spread over the lawn. Since it is practically dust free, weeds in the lawn are destroyed without the danger of the drift from sprays or dust which may damage nearby vegetation.

The principle of combining a herbicidal chemical into vermiculite was first demonstrated in another product, introduced in the summer of 1950. That product called SCUTL is the new control for crabgrass. Altogether different chemicals are embodied in SCUTL because it is for control of a grass-weed (monocotyledons) as contrasted to 4-XD for control of broad-leaved weeds (dicotyledons). The physical characteristics of 4-XD and SCUTL are much the same.

**T**HE COMPANY pointed out that with the creation of 4-XD, it now had in combination with SCUTL "two dry compounds requiring no dusting or spraying with which the lawn owner can wage a complete campaign against both types of major weed foes—the broad-leaves and crabgrass—a literal

"one, two punch." A knock out over weeds makes good grass the winner.

The 4-XD is recommended for use by the company "whenever weeds are actively growing." The time between application and kill varies with temperature and humidity conditions but in normal growing weather, the weed leaves begin to curl and discolor within a few days. This product is now available in garden sections of hardware, seed and department stores in all parts of the country. The cost is nominal—less than \$2 for the average city lawn. Larger lawns are treated at less than a nickel per 100 square feet.

## ROSES FOR MOTHER

Roses in Bloom. A good selection of 75c to 2.50 name varieties . . .

PRIMROSE IN BLOOM. Gift wrapped . . . 1.50

## COLEUS

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Big Red Berry Clusters. Husky plants . . . 69c 5 Gal. 2.95 Can

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Over 6 ft. and full of blooms. Well established.

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DAY, MAY 13

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A beautiful token of your love and affection—to remind her of you through the coming years.

We have many types of potted plants and flowering plants to choose from. These can be beautifully gift wrapped with your selection of colors.

For HER also, a large selection of

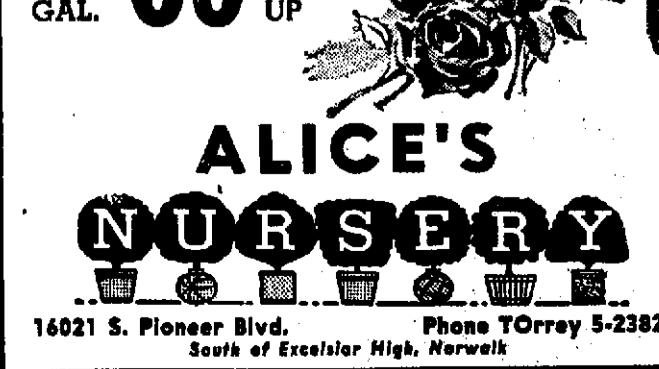
**ROSES** in bloom and bud . . . . . from 75c

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## Roses IN BUD OR BLOOM

69c  
UP  
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# In Early American Styling

By Althea Flint



—Photos by H. S. Melvin  
The used brick fireplace in the den is set in walls of pine. The floor is of tile; the furnishings provincial.

**A** FAMILY of two healthy boys and parents who have to be active to keep up with them need a house like that built by Mr. and Mrs. Harold A. Harrocks at 3809 Walnut Ave. Its rooms are strategically placed to reflect everyday traffic from the combination living-dining room. The popular den and kitchen are built across the back portion of the house where they won't interfere with the living room. A central entry hall opens into the living room, bedroom hall and den to make this plan step saving.

Parquet floors throughout, antiqued wood paneling, and beautifully-detailed molding trim set the background for the early American provincial furnishings used.

In the den, which is proba-

bly the favorite room of Hal and Steve Harrocks, the pine walls and ceiling are paneled in pine which has been given a permanent finish which will never need anything else done to it. The asphalt tile floor is ideal for this type of room.

Mrs. Harrocks' domain, the kitchen, is carefully thought out to make the many hours spent here as enjoyable as possible. The cabinets are natural pine for easy maintenance. Those cabinets between the kitchen and dining room open into either room for step-saving convenience. The oven is built into cabinets at an easy to reach height next to the pan cupboard.

**A**T THE far end of the kitchen is the dinette which is shielded from the work area of the kitchen by a counter

in which the electric stove panel is set. Counter tops are of brown formica.

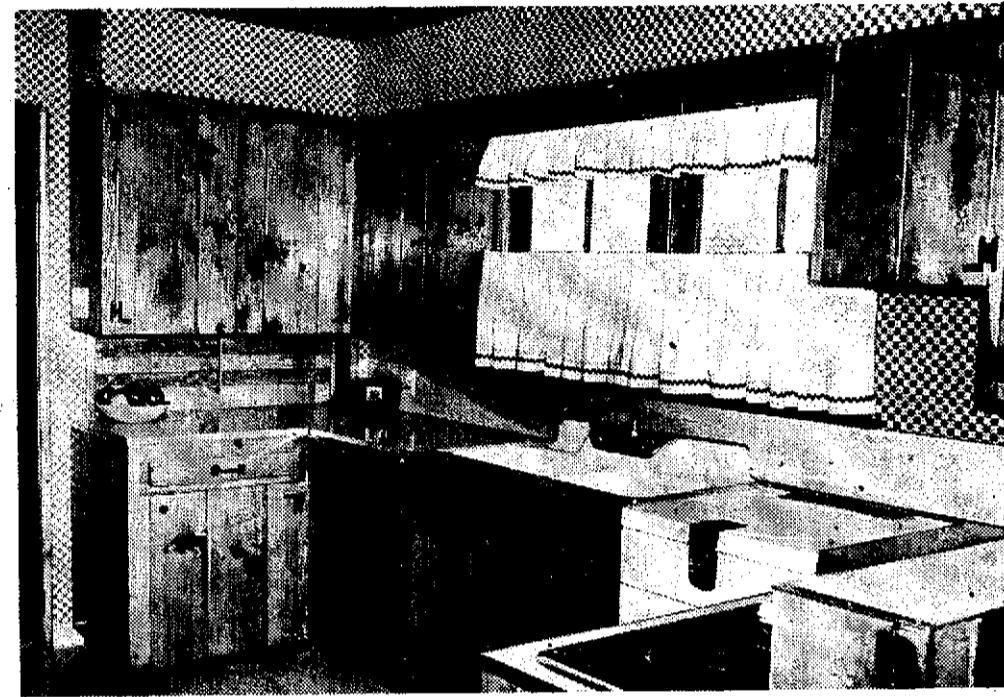
The shingle exterior with white shutters and brick trim sets the mood for the early American interior. Pine paneled walls in the living room have been rubbed with green paint to make an effective setting for the brick fireplace framed in heavy molding. Oval-hooked rugs partially cover the parquet floor.

Maple furnishings include a bench upholstered in a floral provincial pattern, a fiddle-back coffee table, a pair of wing chairs upholstered in an Oriental pattern on a black background.

Ladder-back chairs with cane seats at the dining end of the room are effective against a large window treated with shutters finished in a warm



Early American styling is used in the home of Mr. and Mrs. Harold A. Harrocks. The large window at the dining end of the room has shutters which fold back.



Pine cabinets in the kitchen are easy to keep clean. The gaily-papered walls and ceiling are in keeping with the provincial theme used through the house.

maple tone. These shutters can be adjusted to regulate light and privacy.

**M**APLE furnishings in the den and provincial type fabrics are appropriately used with the informal background of natural wood walls and used brick fireplace. Instead of a mantel the fireplace is framed in molding and the paneled wall above is decorated with plates painted in colorful patterns. A raised hearth is extended to form a shelf for plants or knickknacks.

Spatter luncheon in the kitchen is as easy to keep up as the natural wood walls. Muslin curtains are trimmed with rickrack. The sink is built in a U-shaped work counter and the dish washer is installed next to it. Electric panels are set in stainless steel at an angle to the sink counter. This arrangement shuts the dinette off from the working end of the kitchen.



Shingle exterior walls and white shutters prepare visitors for early American theme of the Harrocks' home.

## Bare Top Dress

As worn by SUSAN HAYWARD in "I CAN GET IT FOR YOU WHOLESALE"



## Be Discreet About Color

**I**N PUTTING color into the living room, be discreet, for the living room is used by a great many people whose ideas of colors vary considerably. Strive for restfulness in the overall plan.

Plain walls are safest, because it's often difficult to find a pattern that everyone likes. Deep-colored walls with light-colored asphalt tile floor are pleasant to live with and both wall and floor surfaces are easy to clean.

In an old living room, paint radiators, fireplace, woodwork and doors the same color as the walls. Keep the window treatment simple. If two or three small windows are located on one side of the room, tie them together with a single long valance, with draperies and curtains covering the windows to give the effect of one huge window.

If your tastes run to patterns, confine them either to draperies and upholstery alone, or to floors alone.

Interesting, distinctive floor designs can be created without limit from the wide range of colors in which asphalt tile is available, and interior designers work out smart floor designs by using contrasting tiles of two or more colors arranged in stripes or geometric patterns. With a patterned floor, keep walls and fabrics in the room plain.—C. C.



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Design by CHARLES LeMAIRE

**S**EWING with STAR PATTERNS will give you the same styles the movie stars wear! This bare top dress with contrasting shirred bodice—and bolero for cover—is a duplicate of the Charles LeMaire ensemble designed for Susan Hayward in "I Can Get It for You Wholesale," a 20th Century-Fox production. Big news, too, is a two color STAR LABEL transfer included in this pattern. It's proof positive that you are wearing an original Hollywood design.

No. 26 is cut in sizes 10, 12, 14, 16, 18 and 20. Size 16, dress and bolero, takes 4½ yards 39-inch, with 2½ yards 39-inch contrasting for the bodice.

Send 50 cents for "STAR" PATTERN with Name, Address, Style number and Size desired to Pattern Department, Press-Telegram Southland Magazine, Box 350, Madison Square Station, New York 10, N. Y.

Press-Telegram Southland Magazine

# House on Three Levels

By Dorothy Killam

**T**HE NEW HOME of Mr. and Mrs. Robert B. Sprague, 3947 Lewis Ave., has all of the advantages of a 1½-story house without the disadvantages of a stairway to climb between main floor levels.

The bedrooms are built above the garage and a basement playroom yet they can be reached from the main wing by three steps up from the entrance hall. It was possible to build the bedrooms just slightly above the level of the entry and other rooms because the garage and playroom are three-fourths of a story below the main wing of the house rather than the usual half-story below.

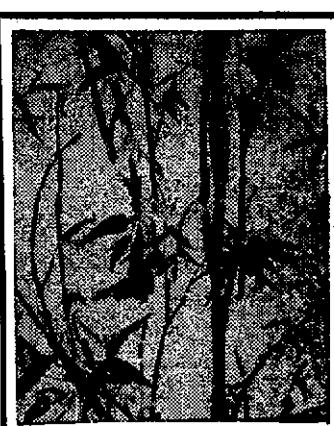
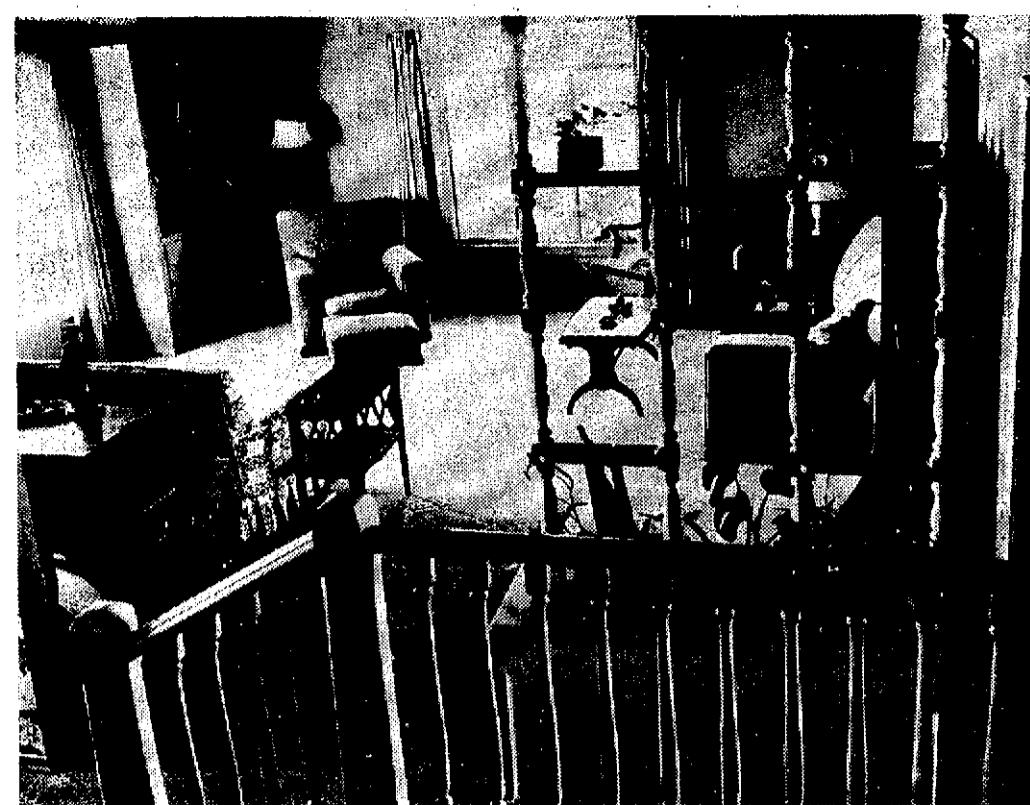
Needs of Linda, Bill and Johnny, the Sprague children, were given careful consideration when this house was planned; in fact, as careful consideration as were the needs of their parents. The bedrooms are so completely separated from the living room, den and kitchen that even when Mr. and Mrs. Sprague entertain the children's sleep is not disturbed.

In the basement playroom there are long sturdy tables and benches where Mrs.



—Photos by H. S. Melvin.

Taken from the three steps leading to bedroom hall, photo at right gives view into living room of Robert B. Sprague home. Brick planter and yellow siding set off colonial detail of the exterior (above).



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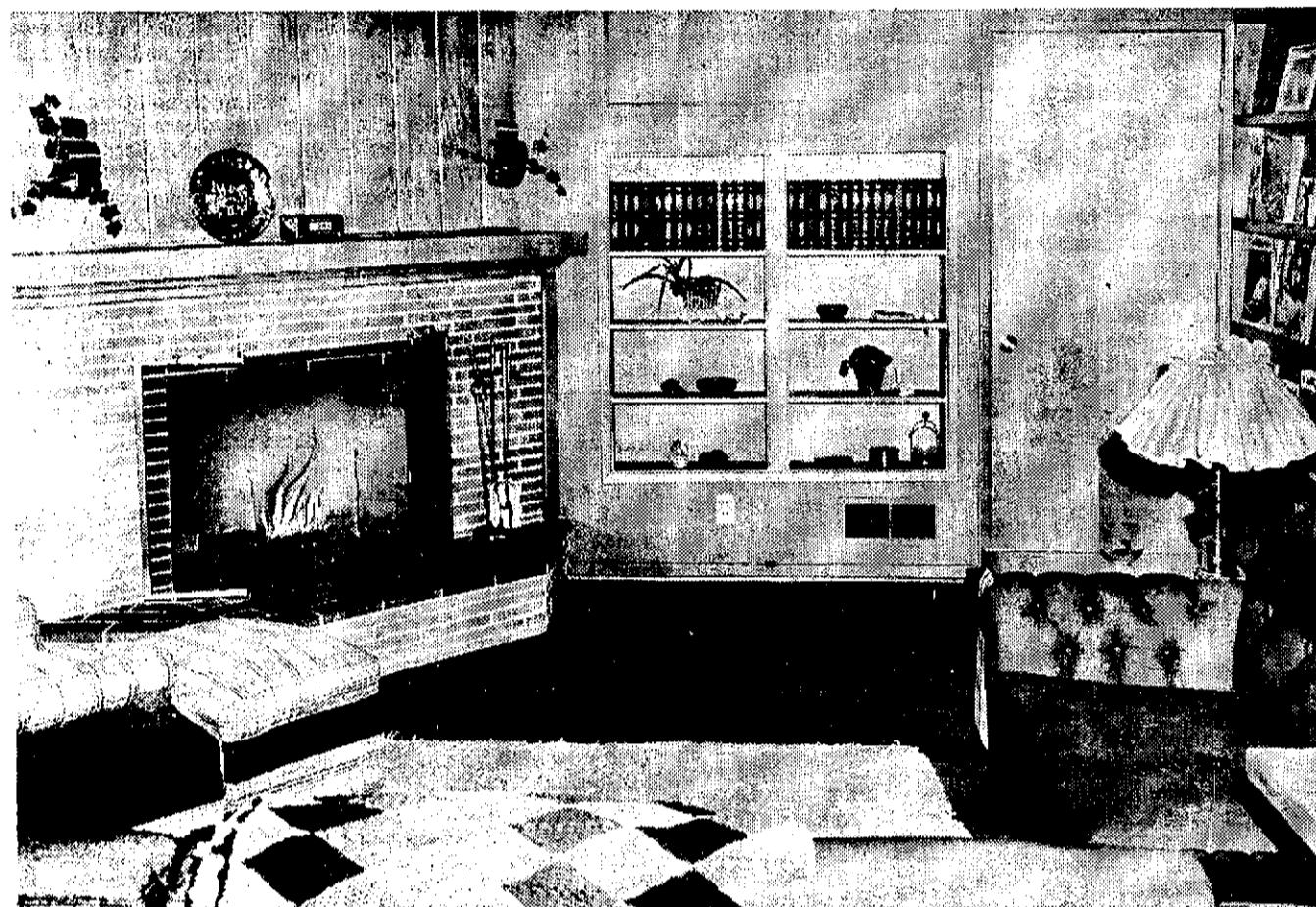
Photo by Eldon L. Fitzgerald

Spacious corner windows, installed by Marine Glass Co., contribute much to the exterior styling of this new home of Mr. and Mrs. W. F. Burgin, 3989 Gardenia Ave., Long Beach.

FENESTRA STEEL WINDOWS INSTALLED THROUGHOUT

NOW—Easier than ever to install with our new patented time-saving metal SURROUND. No framing necessary—just nail to studs. Fenestra Windows always open easily—steel doesn't swell, warp, stick, splinter. Better screen; all cleaning from inside; lower upkeep.

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GLASS FOR ALL PURPOSES  
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MEMBERS OF LONG BEACH BUILDERS' EXCHANGE



Comfortable appointments and attractive corner fireplace are features of the den in the interesting new home of the Robert Sprague family. The television screen is set in a panel to right above the mantel, may be closed off.

room under the bedroom wing. The design of this three-level house is attractive from the street. The garage is slightly lower than the street but does not demand attention although it fronts on the street. White colonial trim around the front door and window stands out against the yellow exterior. The porch and walk are of brick.

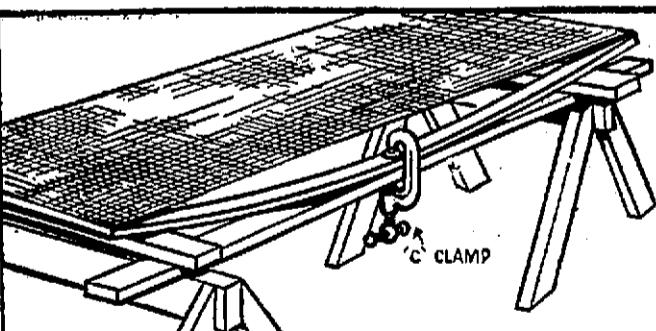
Trim . . . attractive . . . Insulux is wonderfully easy to keep clean. Never stains or corrodes. It's a building material of a thousand uses.

Check into the possibilities for Insulux in your own home. It is grand for kitchens, bathrooms, entrances and nearly anywhere you would like extra light. Call on us for ideas and suggestions.

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## To Replace Screen



**TO REPLACE** broken wire cloth on a screen is not difficult. Remove the molding that holds the old mesh and remove all old tacks. Place the frame on a rack formed in this manner:

Lay two boards of 2x4s a little longer than the screen across two saw horses. Place two shorter 2x4s across these boards directly above the saw horses so the ends of the

screen will rest on them. With a C-clamp bend the center of the stiles, or side members of the frame, downward so the screen is bowed. Then tack the new mesh snugly along both end rails.

When the clamps are removed and the screen frame springs back into shape, the mesh will be pulled taut. Then tack the mesh along the stiles, replace the molding. Trim off any protruding wire.

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Table Extra  
CITY WIDE SERVICE  
Custom-Built  
Directed From  
Manufacturer

Phone  
**LONG**  
Beach  
40-3416

**FHA TERMS**  
LOW AS 10% DOWN  
FREE ESTIMATES

PHONE: AN 1-5146 • 4811 E. OLYMPIC

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# Realty and Building

Everett Purcell, Editor

## Design Contest Backed

**T**HIS architectural design contest sponsored by the community planning committee of the Junior Chamber of Commerce will attract entries from nearly every local architect as well as from a number of others who have designed Long Beach structures, according to J. Richard Shelley, competition chairman.

Support given to the contest, in response to invitations mailed last week, has been "very fine," Shelley said. The Long Beach Architects Association is co-operating in staging the contest.

Among the unusual features of the two- and three-bedroom homes is an automatic dishwasher and sink combination with garbage disposer. The kitchens also have upholstered, built-in breakfast nooks and Formica drainboards.

Covered patios and barbecue pits are provided in response to

California families' fondness for outdoor living. Steel window sash and hardwood floors are characteristic of the construction of the homes, the developers said.

Wood-burning fireplaces, thermostatic heat control, stall showers, clothes poles and incinerators are among other features.

Moss Construction Co., prominent Southern California building firm for many years, is erecting 268 homes in Pioneer Park. The community is adjacent to a complete shopping center, near schools of all educational levels and a short distance from the new Santa Ana Freeway.

## New Offices for Smith Co.

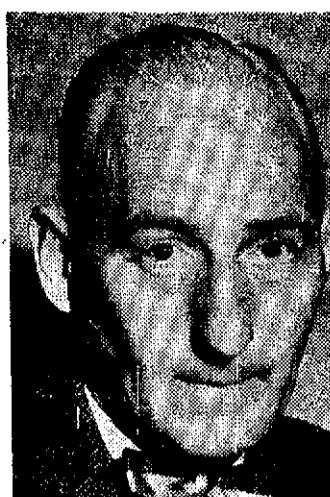
W. C. Smith of California, Inc., local construction company, submitted plans to the City Building Department last week for a new office building at 6510 Cherry Ave.

In addition to a general office, there are three private offices and a vault. A subcontractors' room is provided for use by sub-bidders in studying plans.

The structure is of contemporary design. Dimensions are 44 feet by 35 feet.

## \$35 Median

The median monthly rent for non-farm dwellings was \$35 in 1950 compared with \$21 in 1940, an increase of 67 per cent.



HUBBARD KEAVY

## AP Bureau Chief Here

MEMBERS of the Board of Realtors will be taken behind the scenes of worldwide news gathering agency Tuesday morning by Hubbard Keavy, chief of the AP Bureau in Los Angeles, according to Verne Morrell, May program chairman.

"We make no attempt to stylize the houses being built in Park Estates," Reed continued. "The architectural board does, however, make sure that the design is up to good standards for the style, whether ranch, Cape Cod, contemporary or any other."

Associated Press is a cooperative organization composed of hundreds of newspapers in the United States. Canadian Press is an affiliate. Bureaus are maintained in all principal foreign cities to keep news flowing to the United States. The Los Angeles bureau is one of the most important in the entire network.

Keavy has been in newspaper and wire service work for 28 years. Born in South Dakota, he started in journalism in Chicago. He was a Hollywood correspondent and general feature writer before taking charge of the Los Angeles bureau 10 years ago.

Anne Barrows, contralto, will sing several numbers, accompanied by Louise Kint, pianist. Everett Purcell, Press-Telegram real estate editor, will be master of ceremonies.

## New Homes

BUILDING DEPARTMENT engineers last week studied plans for a seven-room home at 5530 El Parque, submitted by S. M. Brooks, Smith Building and Construction Co. is contractor.

The 2250-square-foot residence has two bedrooms, large den overlooking a paved terrace, dining room and large living room. Fireplaces are in den and living room. A maid's room and bath adjoin the kitchen area.

Fieldstone veneer and vertical siding form the front exterior. Stucco is employed for the remainder. Roof is cedar shingle.

Mr. and Mrs. Arthur Bridgeman have retained Atkins & Wiggins to build a two-story residence at 75 59th Pl. George Kahrs, architect, is the designer.

Living room, with dining area at one end; kitchen and three-quarter bath occupy the ground floor. Upstairs are two bedrooms, all-purpose room, large sundeck and bathroom. The building is stucco.

METAL WALL TILE	
For Showers, Kitchen, Bathrooms	
Lovely to Look At—Long-Wearing, Too!	
INSTALLED AS LOW AS	
MATERIAL	\$1.19
AND LABOR	1 sq. ft.
INSTALL YOURSELF	
TILE, TRIM	62¢ sq. ft.
CEMENT	
• WATERPROOF	
• FIREPROOF	
• CHIPPROOF	
Choice of Colors Individual Size Tiles Old-style Tubs Boxed In and Tiled Asphalt and Rubber Floor Tile FHA Terms. Up to 30 Months to Pay Visit Our Display Room	
FREE ESTIMATES	
PHONE 7-1237	

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ASSOCIATES  
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723 E. PAC. COAST HWY.

DRIVE OUT TODAY FOR REAL VALUE

## Estates Builders Active

TWENTY custom-built homes were started in Park Estates and approximately the same number each are scheduled for May and June, according to Howard S. Reed, supervisor of sales for the L. S. Whaley Co., developers of the homesite subdivision.

Nearly all of the starts are three-bedroom or two-bedroom-and-den plans, Reed said. Architectural types are varied but there are many cedar-shake roofs and much stonework, he added.

"We make no attempt to stylize the houses being built in Park Estates," Reed continued. "The architectural board does, however, make sure that the design is up to good standards for the style, whether ranch, Cape Cod, contemporary or any other."

Tightening of credits, which has reduced much of the activity in large-scale developments, is producing "a favorable climate" for custom building, Reed said.

## 116 Homes in 'Grove'

PENING of English Grove, residential subdivision of 116 two- and three-bedroom homes, at 1927 W. 17th St. Santa Ana, occurs today, according to Reno H. Sirrine, exclusive sales agent.

Wood-burning fireplaces, insulated ceilings, garbage disposers, tile counters in kitchens and bathrooms and tile bathroom floors, large picture windows and hardwood floors are among the features of the houses.

Eight exterior elevations are blended in the tract. Early buyers may have their choice of exterior and interior colors and tile. Walks, streets and curbs are in place.

Alona, Marlowe, Cortese and Associates are developers of English Grove.

From Long Beach, visitors drive east on Seventh St. to Bolsa Chica Blvd., turn south to Westminster Ave. (17th St.) and left on 17th St. to English Grove.



Reversing the usual order are these workmen on the new May Co. building in Lakewood Center. Instead of putting concrete on dirt they are packing dirt on concrete. A cement floor is to be laid atop the dirt. There's a reason, as the story below reveals.—(Press-Telegram Photo.)

## May Co. Building Afloat on 'Raft' of Concrete

have a place to run the utilities."

With the utilities in place, a concrete floor will cover the entire area. Stock receipt and storage will occupy most of the basement.

This huge store, whose center penthouse will nearly reach the height of an eight-story building, literally floats on a pad of steel-reinforced concrete 120,000 square feet in area. This "raft" ranges in thickness from 18 inches to three feet, depending upon the load.

By spreading the weight of the structure through this great layer, the designers will attain a uniform bearing load of between 800 and 1200 pounds to the square foot on the fine silt and sand underlying it.

This load is only about 300 pounds per square foot more than the dirt excavated to make room for the structure!

After the huge pad and the pillars with their broad pyramid bases were set, the T-S Construction Engineers, Inc., general contractors, trucked tons of dirt into the basement to be graded and compacted into a three-foot layer on top of the pad.

"Why are you doing that?" a visitor asked F. J. Huxtable, T-S project superintendent.

Huxtable pointed to a section of the basement where workmen with air hammers and shovels were digging ditches in the rock-like earth.

"In a few days this will be a regular maze of ditches for our utility lines," he explained. "We aren't trying to hide the pad under dirt and pretend it isn't there. We simply had to

## Increase

More than 4,300,000 electric storage type water heaters have been sold in the five years from 1946 to 1950 inclusive, says the Plumbing and Heating Industries Bureau. This compared with 750,000 for the six-year period from 1936 to 1941 inclusive prior to World War II.

## Small Owners

Four million farmers and other private landowners own most of the nation's timberland in small plots averaging about 62 acres apiece. Currently 90 per cent of our wood supply is harvested on privately owned forest lands.

## 2 and 3 Bedroom Homes ENGLISH GROVE

### VETERANS

\$465 Down, includes everything

Monthly payments \$48.20 plus taxes and insurance.

### NON-VETERANS

As Low As \$1000 Down

F.H.A. payments \$44.02

plus taxes and insurance.

## COMPARE THESE FEATURES

REAL FIREPLACE  
CHOICE OF PAINT AND TILE

LANDSCAPED  
GARBAGE DISPOSAL

INSULATED CEILINGS

STEEL SASH

ORNAMENTAL STREET LIGHTS

SEWERS AND ALL UTILITIES

IN AND PAID FOR

Just West of Santa Ana College

1927 W. 17th STREET

Santa Ana

DRIVE OUT TODAY FOR REAL VALUE

Sketch here is one of the 268 two-bedroom and three-bedroom homes under construction in Pioneer Park, Norwalk. Moss Construction Co., developers, announced the opening of several furnished models today.

## Pioneer Park Unveils New Model Homes in Norwalk

GRAND opening of Pioneer Park, new residential community in Norwalk, is scheduled for today, according to officials of Moss Construction Co., developers.

Several model homes will be open for inspection in the 13300 block of Studebaker Rd., south of Firestone Blvd.

Buy **TODAY**, Start Building at Once

## BETTER HOMES Now on Daily Display

Beautiful Homesites With Approved Architectural Plans Buy **TODAY**, Start Building at Once

2 Bedroom and Den—3 Bedrooms  
3 Bedrooms and Den  
1½ to 2 Baths  
\$21,500 to \$32,500

**PARK ESTATES**  
...Gateway to Better Living  
Anaheim St. and Pacific Coast Highway  
An L. S. Whaley Development. Howard S. Reed, Supervising Sales  
Phone: Long Beach 901-912

OPEN TODAY

## Svenska Cottage in the LAKEWOOD COLLEGE UNIT

The Interior Is By Frank Bros.

### A strikingly different model home

--Modern techniques of interior decorating with an old country flavor  
Furnished in genuine Swedish modern furniture by internationally famous FRANK BROS. It's a home well worth your attention.

### SEE IT TODAY. OPEN FOR THE FIRST TIME

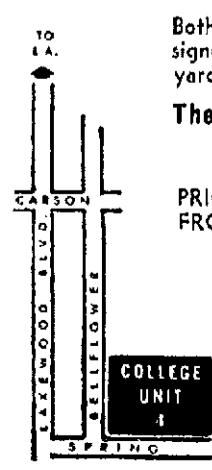
AND IF YOU'RE LOOKING FOR A HOME THAT IS BETTER YOU'LL WANT TO SEE THE BIG EXTRA FEATURES OFFERED IN THE AMAZING CUNNINGHAM & BRITAIN COLLEGE UNIT 4 HOMES!

Both two and three bedrooms . . . many with two baths . . . loaded with tile in the kitchen and baths . . . designed for year 'round California living with enclosed patios, plenty of windows and fenced landscape yards . . . Every home with a two-car garage.

They're truly VALUE PLUS BUYS IN THE FINEST, FASTEST GROWING SECTION OF SOUTHERN CALIFORNIA.

PRICED FROM \$9750 TO \$12,750  
BOTH GI AND FHA TERMS

"SVENSKA COTTAGE" WILL BE OPEN UNTIL 9:00 P. M.



**Walker & Lee, Inc.**  
Realtors

PHONE 5-5915  
Main Office Bellflower Blvd. at Carson Street

# Area Realty Sales \$14,923,946

THE REAL ESTATE market in the Long Beach-Lakewood-Signal Hill area showed seasonal softness last month according to the summary of recordings compiled by Barbara Moss, executive director of the Board of Realtors.

With Lakewood Park deeds comprising the bulk of activity, the area registered 1425 sales aggregating \$14,923,946. For March the figures were 1515 transfers worth a total of \$17,321,354. In April, 1950,

there were 880 transactions grossing \$8,156,683.

Area-wide totals do not reflect the picture accurately. Five of the eight districts had higher dollar volumes than in April, 1950. However, larger numbers of sales were reported in only three of the eight.

Recordings in Lakewood Park, representing sales put in escrow during the recent activity by that subdivision, numbered 884 for a total of \$10,520,721.

The remainder of the district in which it is situated—comprising Bixby Knolls, Bixby Manor, Los Cerritos, Country Club section and Lakewood Village—had 150 sales amounting to \$1,665,860.

In April, 1950, when Walker & Lee were recording deeds in one of their Lakewood units and before Lakewood Park sales appeared, the entire district showed 363 transactions aggregating \$3,340,310.

The district from Cherry Ave. to Bellflower Blvd. between Anaheim St. and Wardlow Rd. was in the midst of a duplex development's sales program in April last year. This boosted its totals to 200 sales for \$1,814,775, compared with 102 for \$964,350 in April, 1951.

Thus the Lakewood Park campaign zoomed sales for one district this year, while another district experienced the same type of upsurge last year.

The Wrigley area reported 79 transactions amounting to \$886,700. The totals were somewhat lower than the preceding month and April, 1950.

North Long Beach dropped behind March but gained over April, 1950, with 89 sales aggregating \$767,975.

The downtown district, which had 44 deeds in April, showed \$631,500 worth of business. In March, with one more sale, the section had a dollar volume of \$1,245,700.

In the three remaining districts—Third St. to Anaheim St. east of Cherry Ave., Belmont Heights and Belmont Shore—the number of sales was slightly lower than April, 1950, although dollar volumes were greater.



J. A. Krancus (left), new president of the Long Beach Apartment House Association, receives congratulations of his predecessor, H. V. Shirley. Krancus took office Thursday at a testimonial banquet in honor of Shirley, association president for more than three years. Krancus also is president of the Long Beach chapter, Society of American Accountants.—(Press Telegram Photo.)

This view of the living room and dining area of "Caprice," new furnished model home on Bellflower Blvd. south of Los Coyotes Diagonal, was taken from entry foyer. Bedroom wing and kitchen area also open from hall. Model is in University Manor development.

## New Approach to Home Furnishing in 'Caprice'

A NEW approach to home furnishing for the budget-minded is provided in "Caprice," the model home decorated by the Bill Jones Furniture Company for the University Manor development, according to Robert Walker, president of Walker & Lee, Inc., sales agents.

Extreme and often puzzling lines with which designers of modern furniture once indulged themselves have disappeared from "contemporary abstract" latest in modern furniture—employed in "Caprice." Although the pieces have discarded radicalism, they have retained simple, clean-cut lines which make not only for livability but also for economy," Walker said.

Walls in living room, dining area, entry foyer and hall are done in cocoa, with plenty of cream. The living room sofa

has an abstract print in chartreuse, chocolate brown and white. Occasional chairs in soft turquoise, a club chair in medium cream, throw mats in chocolate brown, lamps which pick up chartreuse, turquoise and white, and drapes the color of the walls round out the harmony.

Brent Williams, decorator for the Bill Jones Furniture Company, was careful to keep the pieces light in feeling so that the room does not appear crowded. Tall windows and French doors fill the rear wall overlooking the covered terrace and fenced yard.

Gray and yellow feature the kitchen. Linoleum is mottled yellow and cabinets are yellow to the sink level. Walls and upper cabinets are gray. The long dualboard and work area was tiled in gray with yellow trim. Dinette set was yellow chrome.

The children's room is done in circus style with walls of pale green, plus red and yellow in the furnishings and detailing.

By a novel, wedge-shaped design, the Pullman lavatory in the bathroom has been made to yield extra space. This is tiled in dark green with linoleum to match.

## Pioneer Park

**Now for the First Time!**  
**Custom Features at Low Cost!**

In the very heart of the swiftly developing, conveniently-situated Norwalk district, Pioneer Park is the finest buy on the home market today. Just check these features previously found ONLY in expensive custom-built homes:

- 1. G.E. Disposal and dishwasher.
- 2. Thermostatic heat controls.
- 3. Upholstered breakfast nooks.
- 4. Barbecue pit.
- 5. Electric bath heat.
- 6. Tiled stall showers.
- 7. Glass shower doors.
- 8. Fireplace.
- 9. Covered patio.
- 10. Picture windows.
- 11. Steel sash.
- 12. Hardwood floors.
- 13. Formica drainboard.
- 14. Clothes poles.
- 15. Incinerators.

**GRAND OPENING**

**EXTRA!**  
At no added cost!  
**GENERAL ELECTRIC**  
Automatic Dishwasher and Garbage Disposal

**FOR VETERANS**  
LOW DOWN PAYMENT  
MONTHLY PAYMENTS  
FROM \$4693  
plus insurance and taxes

**The Luxurious Features in These Homes Are Usually Found in Homes Costing \$25,000 to \$50,000!**

Built by Mess Construction Co., Famous for Custom Quality.  
9 Floor Plans  
24 Individual Exterior Designs  
Sales Office: 13317 Studebaker Road Norwalk  
GRAND OPENING - SEE FURNISHED MODEL HOMES TODAY!

## Swedish Decor on View Today

"Svenska Cottage," a model home being opened today in the Lakewood College Unit, offers Southland home-seekers a chance to see imported Swedish modern furniture adapted to popular California architecture, according to Walker & Lee, Inc., sales agents for the development.

Frank Bros. imported the furniture from one of the largest manufacturers in Sweden. It is the leading style of that nation.

Exterior of the house has been painted a brilliant yellow, employing a reflective pigment popularized in Sweden by Harry Husefelt, noted designer.

Ed Frank and Stan Young, who planned the decorative scheme, did much research into Swedish home furnishing in order to make "Svenska Cottage" authentic, according to Maurice Frank of the furniture company.

"We used Swedish modern in this home because its cost is amazingly low, despite the fact that it is an import," Maurice Frank said. "We believe it has

exceptional qualities for Southern California use."

The cottage is being displayed by Walker & Lee, Inc., to illustrate the homes being built by Cunningham & Brittain in the Lakewood College Unit. These residences are among the last to go on the California market under current GI terms at 4 per cent or FHA terms at 4 1/4 per cent, according to Walker & Lee.

All the homes have two-car garages, fenced landscaped yards, tile in bathrooms and kitchens, and enclosed patios in keeping with the "patio dream home stylings" originated by Cunningham & Brittain.

Houses are priced from \$9750.

The model home will be open until 9:00 p.m. today, and until dark during the week.

### Popular Size

There are more 4-room and 5-room non-farm homes in the United States than any other sizes—44 per cent. Only 30 per cent have six or more rooms.

## You Can Live Like a Million in

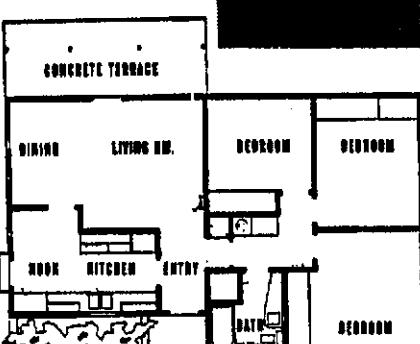


in Popular New University District



### STYLE 103—THE CAPRICE

Decorated and Furnished in a Picture-Book Manner by Bill Jones Furniture, Carson & Bellflower Blvd., Lakewood. Open Daily



### Newly Furnished Model

#### New Designs for Every Family

#### LARGE 2 BEDROOMS • BIG 3 BEDROOMS

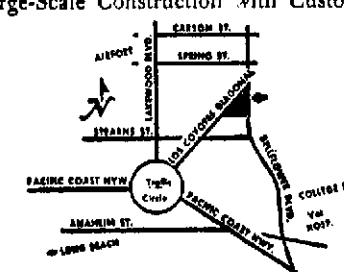
#### 2 BEDROOMS & DEN (STUDY)

#### Best Financing — F.H.A. Non-Veteran Terms

In These University Manor Designs YOU get the Very Satisfactory Feeling that *Here Is Home*.

#### Tailored Customizing

There's Something NEW in University Manor—CUSTOMIZING for Early Buyers... meaning TODAY'S buyers can make reasonable changes or additions during Early Stages of Construction. In Addition to your own selection of paint, tile, linoleum colors. Here is the Home Buyer's FIRST Opportunity to purchase a New Home which incorporates the savings of Large-Scale Construction with Customizing.



2321 Bellflower Boulevard, at Los Coyotes Diagonal, a few blocks North of Pacific Coast Highway, INSIDE Long Beach City Limits. Telephone: Long Beach 9-3376.

A STURTEVANT-BUILT HOME IS A MASTERPIECE OF CONSTRUCTION

#### Special Features In Style 103

- Separate kitchen work table with laminated wood butcher block counter.
- Built-in desk or dressing table in bedroom.
- Large brick planter walls in front—103-B and D.
- Large view windows and French door opening onto concrete garden terrace.

#### 50 FEATURES Included In All Homes

- "Briggs Bedways" plumbing fixtures.
- Stall shower, tile floor and curb, glass shower door.
- Pullman lavatory, tile counter and backsplash.
- "Hall-Merri Coronado" chrome bath fixtures—3 towel bars, paper holder, tumbler holder, soap dish, robe hook.
- Chrome Soap and Grab over tubs.
- Enamored steel medicine cabinets, mirror glass shelves.
- 1250 watt electric heater in bathroom.
- Electric fan over kitchen range.
- Electric garbage disposal in double bowl kitchen sink, chrome swing spout.
- Extra large kitchen cabinets, tile counter and backsplash.
- Breakfast nook in every kitchen.
- "Armstrong" standard grade linoleum, all around top-set core base, kitchen and bath.
- 30 Gallon automatic water heater, safety-pilot control.
- Hot and cold water and electric outlet for washing machine.
- Fuel gas outlet for refrigerator.
- Electric outlet for clock and light for range.
- Multi-breaker electric service, provision for future additional services.
- Ample electric outlets throughout, including garage.
- Mercury light switches throughout, ample switch stations.
- Front and rear electric door chimes.
- Electric lighted house numbers.
- Thermostatic controls on one furnace.
- All exterior doors weatherstripped.
- Two inch tongue and groove subfloor.
- Select grade oak floors: sanded, filled, shellacked and waxed.
- Simulated pegged plank finish, living and dining room floors.
- Insulation over entire ceiling area.
- Natural Spanish oak base, all rooms except kitchen, bath and service porch.
- Wardrobe type linen closets, guest closet, broom closet.
- Note large size wardrobes detailed on plans—sliding doors.
- Solid brass or chrome plated brass door, window and cabinet hardware throughout.
- Matched sets of "Weiser" brass or chrome latch sets and locks throughout—one key opens all exterior doors.
- Oiled cloth window shades, except on fixed and transom windows.
- All aluminum tension type screens, except transoms.
- Enamel finish on all interior woodwork.
- Stippled enamel walls and ceilings in kitchen, service porch and bath.
- Interior flat oil base finish on walls and ceilings of all other rooms.
- All interior finishes are washable.
- Buyer chooses linoleum, tile and paint colors for interior decoration from color charts of standard colors in consultation with architect.
- Exterior trim—garage doors, siding, cornices, reduced.
- Sidewall shingles.
- "Shakerpoint" Predict.
- Buyer chooses stucco, shingle and paint colors for exterior decoration from color charts of standard colors in consultation with architect.
- All two car garages, overhead door.
- Steel clothes poles, 100 feet of galvanized wire lines.
- Front and side yards scaded, shrubbery and one tree planted.
- Concrete walks and drives.
- Sewers, electric, gas and water service connected complete.
- Trees in parkways.
- Street lights installed.
- Paved streets, concrete curbs.

OPEN MONDAYS AND FRIDAYS 12:30 NOON TO 9:15... OTHER DAYS 9:30 TO 5:30

**SEARS**  
Long Beach

# Save 10% to 40% NOW during Sensational BIG WAREHOUSE CLEARANCE!

EXTRA HEAVY!  
FINE QUALITY!

# ROOM SIZE BROADLOOM ENDS

15-ft. x 10-ft., 11-in. Heavy Sage Green Frieze...	REG. 319.95 . . .	NOW 231.50
15-ft. x 9-ft. Heavy Dawn Gray Frieze.....	REG. 265.95 . . .	NOW 190.80
15-ft. x 9-ft., 8-in. Dawn Gray Frieze .....	REG. 276.95 . . .	NOW 204.50
14-ft., 9-in. x 15-ft., 6-in. Gray Swirl Axminster....	REG. 367.50 . . .	NOW 280.00
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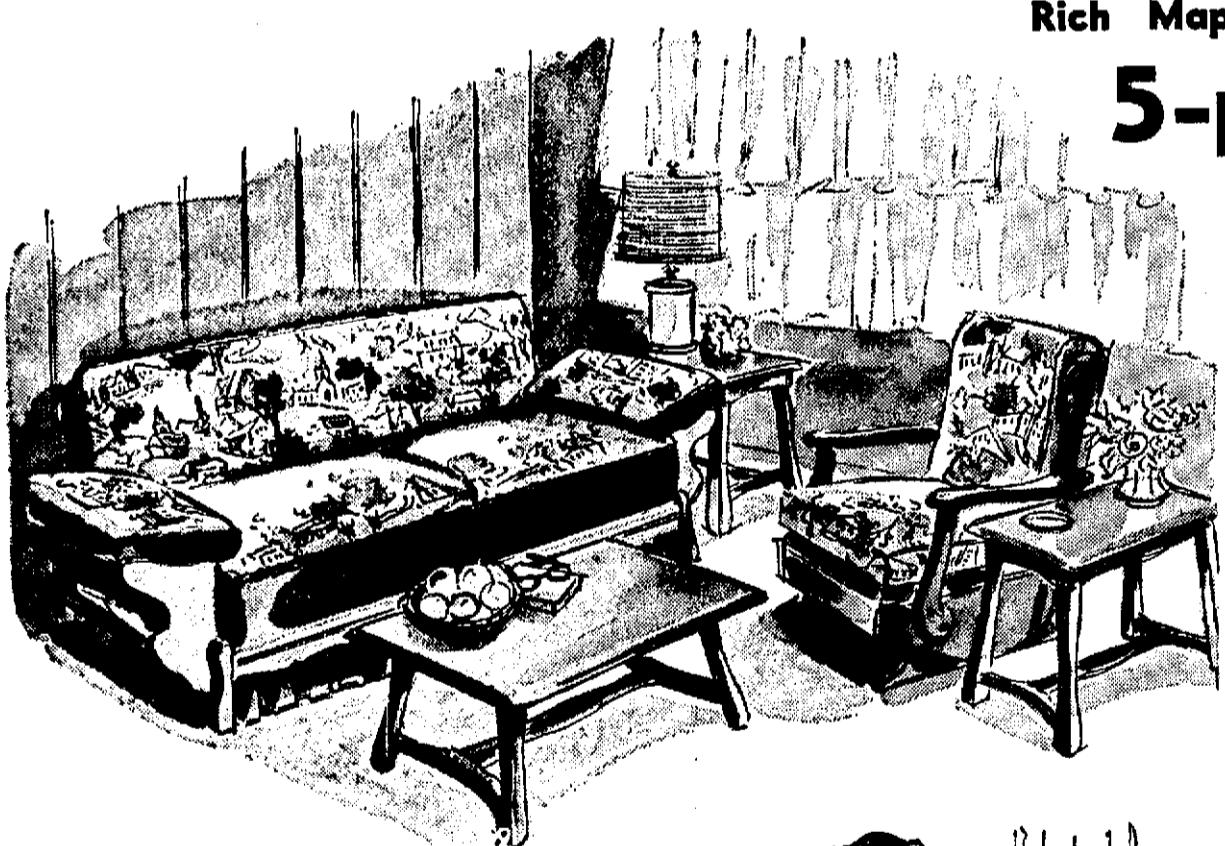
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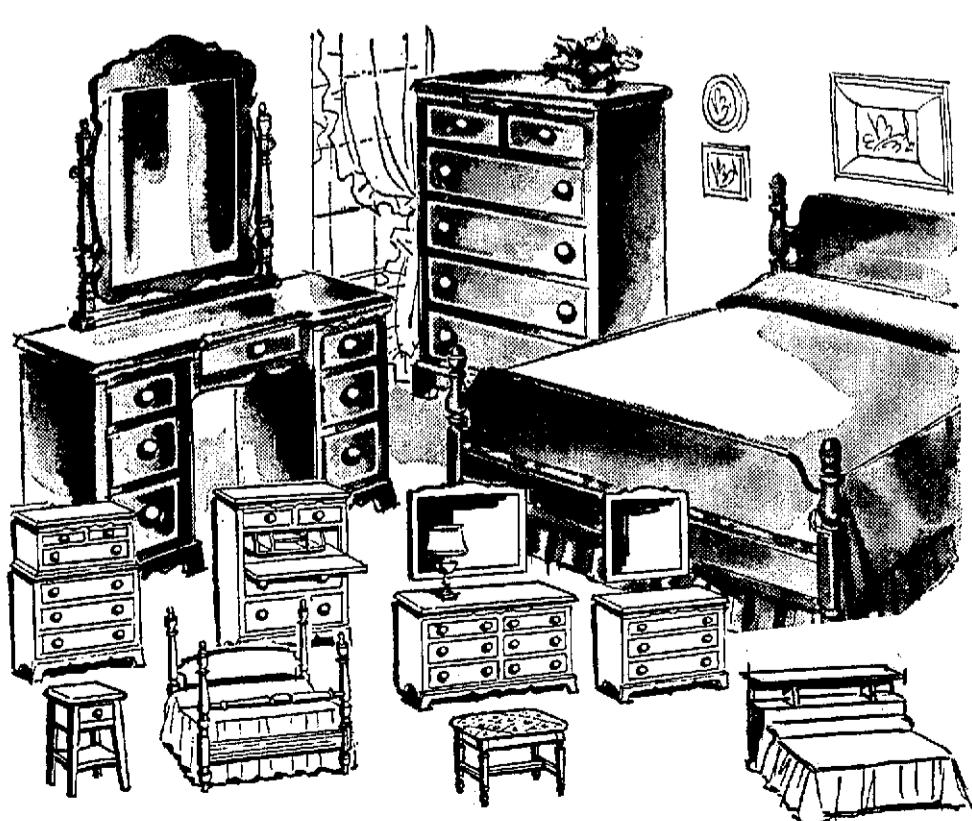
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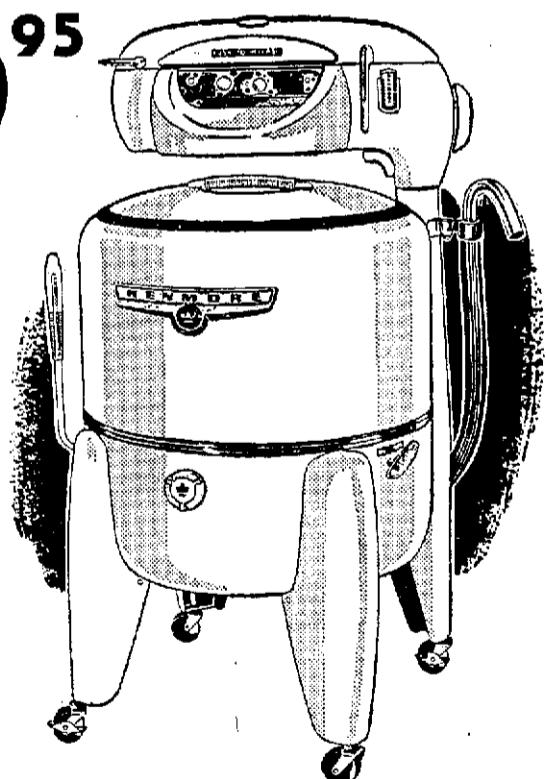
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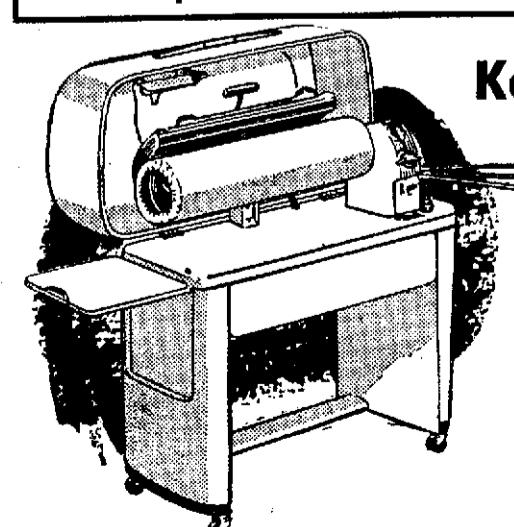
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